

**Personal Details**

**Nationality** : EGYPT  
**Age/Date of Birth** : 22<sup>nd</sup> January, 1977  
**Experience** : 23 Years  
**Present Location** : Riyadh - KSA  
**Present Employer** : Braira Hotels & Resorts

**Executive Summary**

- Hands on hotelier, customer-focused and results oriented.
- Bachelor degree in Hospitality & Tourism and over a decade as an EX-COM member in various scales hotels and resorts.
- 23 years of experience in hotels and resorts business mainly in Rooms Division and Sales, with extensive knowledge about hotel operations.
- I have done pre-openings, openings and re-branding I have a proven record of building up teams, managing budgets and P&L and increasing guest satisfaction in both international and local resorts.
- Participated in most of the international events in the destination, worked closely with royal families, presidential and diplomatic delegations.

**Key Achievements**

- Increased 20% of total revenue, 11% FB Profit and hotel staff turnover kept at 7% in quarter 4
- Oversaw the hotel's renovations plan in coordination with the construction and operations teams, insuring quality of services provided to guests
- Ensured proactive operational management expertise for all the rooms departments in cooperation with other divisions, resulting in significant rooms' profitability of 85%.
- Planned for, managed and audited team development and succession plans, resulting a 4% team turnover ratio and 7.5% team development ratio yearly in my division
- Drove operational improvement by maximizing the guest satisfaction scores for all internal guests surveys, achieving score of 95% guests satisfaction, as well for the guests web portals i.e. TripAdvisor, Booking.com, HolidayCheck, TopHotels, etc., Ranked number #1 all over Accor region of Middle East, Africa, Turkey and India (400+ properties) YTD 2021
- Participated in accomplishing the hotel certifications of ISO 22000 Food Safety Management System ISO 9001 Quality Management System ISO 14001 Environmental Management System, ISO 10002 Customer Satisfaction Management, Swimming areas safety rules a/p FTO regulations

**Highlights of Expertise**

- |                          |                            |
|--------------------------|----------------------------|
| • Operations management  | • Customer service-focused |
| • Budget management      | • Leadership               |
| • P&L management         | • Team building            |
| • Financial management   | • Flexibility              |
| • Stakeholders relations | • Communication            |

**Educational Qualifications**

Bachelor of Tourism & Hotels 1998– Cairo University with G.A very good

**Languages**

Arabic – Mother tongue  
English – Fluent  
Italian & French – Fair  
German & Russian to go through my work

## Professional Experience

### Braira Hotels & Resorts – KSA

Oct 2022 – Present

#### **Hotel Manager – Braira Al Yarmouk Riyadh – KSA**

**from Oct 2022 to Present**

84 Rooms and Suites, 4 Stars (High Traffic Business Hotel)

Reports to: Group General Manager

### Tirana Hotels & Resorts - Egypt

Mar 2015 – Oct 2022

#### **Operations Manager – Island View Resort, Sharm El Sheikh**

**from Oct 2021 to Oct 2022**

492 Rooms, Suites & Villas, 5 Stars (Operation & Re-Branding into a Rixos Brand Property)

Reports to: Area General Manager

Subordinates: Operational Departments – Renovation Engineer

#### **Rooms Division Manager – Rixos Premium Seagate, Sharm El Sheikh**

**from Mar 2015 to Sep 2022**

Pre-Opening, Opening 938 Rooms, Suites & Villas, 5 Stars

Reports to: General Manager

Subordinates: F.O Mgr – Ex. HK – GR Mgr – Laundry Mgr – Recreation Mgr

### AA Hotels & Resorts - Egypt

Oct 2010 - Mar 2015

#### **Rooms Division Manager – AA Grand Oasis Resort, Sharm El Sheikh**

**from Oct 2010 to Mar 2015**

Re-Branding, Opening 461 Rooms– villas, 4+ Stars

Reports to: General Manager

Subordinates: F.O Mgr – Ex. HK – GR Mgr – Laundry Mgr – Recreation Mgr

#### **Director of Sales – AA Grand Oasis Resort, Sharm El Sheikh, Egypt**

**from Jun 2013 to Oct 2014**

461 Rooms– villas, 4+ Stars

Reports to: Board Member

Subordinates: Sales Mgr – Sales Executives

### Continental Hotels - Egypt

2007-2008 & 2009-2010

#### **Front Office Manager – Continental Plaza Beach Hotel, Sharm El Sheikh**

**from Oct 2007 to Jul 2008**

#### **Front Office Manager – Continental Plaza Beach Hotel, Sharm El Sheikh**

**from Nov 2009 to Sep 2010**

Re-Opening, 600 Rooms – Suites, 5 Stars

Reports to General Manager

### Hilton Worldwide Resorts – Egypt

Jul 2008 – Jun 2009

#### **Front Office Manager – Hilton Sharm Dreams Resort, Sharm El Sheikh**

**from Jul 2008 to Jun 2009**

495 rooms – villas, 5 Stars,

Reports to Director of Operations

### LTI – Der Touristik Hotels & Resorts – Egypt

Feb 2005 – Sep 2007

#### **Front Office Manager – LTI-Grand Azure Resort, Sharm El Sheikh**

**from Feb 2005 to Sep 2007**

808 Rooms – Suites, 5 Stars

Reports to General Manager

### Additional Experience

#### Creative Grand Sharm Resort – Egypt

Dec 2003 – Sep 2004

#### **Assistant Front Office Manager**

#### Raouf Hotels International – Egypt

Jul 2003 – Dec 2003

#### **Assistant Front Office Manager – Pre Opening & Soft Opening**

#### Horizon Sharm Resort – Egypt

Mar 2003 – Jul 2003

#### **Assistant Front Office Manager**

**Front Office Supervisor, Reservations Supervisor & Acting Asst FOM**

**GSA – FO Shift Leader – Per Opening – Opening**

**Telephone Operator - Receptionist**

#### **Additional Professional Activities**

##### **Training**

- CHDT (Certified Hospitality Department Trainer) from AH & LA.
- Health and Safety Training (Health & Safety Institute, Cairo)
- Professional Development Program for Hospitality Managers by IDI (International Development Ireland, LTD)
- HACCP certified by AH & LA.
- IRCA Certified ISO 9001 Lead Auditor by TÜV NORD
- Finance for Non Financials – Rixos Hotels Egypt
- Competency based interview – Rixos Hotels Egypt
- Focus on Marketing by Hilton Egypt Regional Marketing Office.
- The OZ Principle (Accountability Training) by Hilton Egypt Regional Training Office.
- Mastering the Art of Team Engagement – Hilton Hotels Egypt.
- Mastering the Art of Service – Hilton Hotels Egypt.
- **Hilton University:** Behavior Based Interviewing – Succession Planning Overview – Presenting Successfully – Journey Ambassador Training – Information Security Awareness (On line courses)
- **TORRENS University Australia:** Building your Leadership Brand – Communication during organizational change – Emotional Intelligence and Leadership Style – Management vs Leadership - Reflective Practice Techniques for Professionals - Understanding Competitive Advantage for Strategy - Navigating Organizational Culture - Facilitating change

##### **Computer Skills**

- Hotels Programs PMS: Opera Hotel Edition PMS & Opera Cloud – OnQ PMS (Hilton Hotels Int'l Program) Fidelio Suite 8 – Comsys – Lodging Touch (Libica) – Nabilio
- Key Lock Systems: Tesa – VingCard – Inhova – Adellock
- Finance Systems: Trako (Cash Less System) - Fidelio MC – PurchStreet (Hilton Purchasing Program)
- Microsoft Office